

Page 1 of 16
Permit No. ST-7392
Issuance Date: March 6, 2006
Effective Date: April 1, 2006
Expiration Date: March 6, 2011

STATE WASTE DISCHARGE PERMIT Number ST-7392

STATE OF WASHINGTON
DEPARTMENT OF ECOLOGY
Northwest Regional Office
3190 – 160th Avenue SE
Bellevue, WA 98008-5452

In compliance with the provisions of the
State of Washington Water Pollution Control Law
Chapter 90.48 Revised Code of Washington, as amended,
and
the Federal Water Pollution Control Act
(The Clean Water Act)
Title 33 United States Code, Section 1251 et seq.,
authorizes

VERSACOLD CASCADE, INC.
PO Box 709
Lynden, WA 98264

Facility Address:
406 - 2nd Street
Lynden, WA 98264
Whatcom County

Discharge Location:
#001: Latitude: 48° 56' 49" N
Longitude: 122° 27' 08" W
#002: Latitude: 48° 56' 20" N
Longitude: 122° 27' 20" W

Publicly Owned Treatment Works (POTW) Receiving Discharge:
City of Lynden Wastewater Treatment Plant
WA-002257-8

Industry Type:
Cold Storage
Food Repack and Processing

SIC Codes:
2092, 4222, 5148

to discharge wastewater in accordance with the Special and General Conditions which follow.

Kevin C. Fitzpatrick
Water Quality Section Manager
Northwest Regional Office
Washington State Department of Ecology

TABLE OF CONTENTS

SUMMARY OF PERMIT REPORT SUBMITTALS.....	4
SPECIAL CONDITIONS	
S1. DISCHARGE LIMITATIONS.....	5
S2. MONITORING REQUIREMENTS	6
A. Monitoring Schedule	
B. Sampling and Analytical Procedures	
C. Flow Measurement	
D. Laboratory Accreditation	
S3. REPORTING AND RECORD KEEPING REQUIREMENTS	7
A. Reporting	
B. Records Retention	
C. Recording of Results	
D. Additional Monitoring by the Permittee	
E. Noncompliance Notification	
F. Dangerous Waste Discharge Notification	
G. Spill Notification	
S4. OPERATION AND MAINTENANCE	9
A. Bypass Procedures	
B. Best Management Practices/Pollution Prevention Program	
S5. PROHIBITED DISCHARGES.....	11
A. General Prohibitions	
B. Specific Prohibitions	
C. Prohibited Unless Approved	
S6. DILUTION PROHIBITED.....	12
S7. SOLID WASTE DISPOSAL	12
A. Solid Waste Handling	
B. Leachate	
S8. SPILL PLAN	13
S9. SLUG DISCHARGE CONTROL PLAN	13

GENERAL CONDITIONS

G1. SIGNATORY REQUIREMENTS.....14

G2. RIGHT OF ENTRY14

G3. PERMIT ACTIONS.....15

G4. REPORTING A CAUSE FOR MODIFICATION15

G5. PLAN REVIEW REQUIRED15

G6. COMPLIANCE WITH OTHER LAWS AND STATUTES15

G7. DUTY TO REAPPLY15

G8. PERMIT TRANSFER16

G9. REDUCED PRODUCTION FOR COMPLIANCE16

G10. REMOVED SUBSTANCES16

G11. PAYMENT OF FEES16

G12. PENALTIES FOR VIOLATING PERMIT CONDITIONS16

SUMMARY OF PERMIT REPORT SUBMITTALS

Refer to the Special and General Conditions of this permit for additional submittal requirements.

Permit Section	Submittal	Frequency	First Submittal Date
S3.A.	Discharge Monitoring Report	Monthly	April 15, 2006
S8.	Spill Plan Update	1/permit cycle	May 1, 2006, and within 30 days of adoption of changes
S9.	Slug Discharge Control Plan Update	As needed	Within 30 days of update
G7.	Application for Permit Renewal	1/permit cycle	September 6, 2010

SPECIAL CONDITIONS

S1. DISCHARGE LIMITATIONS

All discharges and activities authorized by this permit shall be consistent with the terms and conditions of this permit. The discharge of any of the following pollutants more frequently than, at a concentration in excess of, or at flow rates greater than that authorized by this permit shall constitute a violation of the terms and conditions of this permit.

Beginning on the effective date and lasting through the expiration date of this permit, the Permittee is authorized to discharge screened wastewater to the City of Lynden Wastewater Treatment Plant (WWTP) sanitary sewer system subject to the following limitations:

EFFLUENT LIMITATIONS #001 and #002 ^a	
Parameter	Maximum Daily ^c
Flow ^b	50,000 gpd ^d
Biochemical Oxygen Demand (BOD ₅)	400 pounds per day 1,000 mg/L
Total Suspended Solids (TSS)	500 pounds per day
pH	Daily minimum is 5.0 and daily maximum is 11.0 standard units
^a Outfall #001 is located at 406 – 2 nd Street. Outfall #002 is located at the former Carriage House processing facility, located at 204 – 1 st Street. Values from both discharge points shall be combined on the DMR form and shall not exceed the above-stated limits. [Values shall be reported separately and in combination on the DMR form provided (S2).]	
^b All process wastewater discharges shall pass through fine (minimum 20 mesh) screening prior to entering the Lynden WWTP system.	
^c The maximum daily discharge limitation is defined as the highest allowable daily discharge. The daily discharge means the discharge of a pollutant measured during a calendar day. For pollutants with limitations expressed in units of mass, the daily discharge is calculated as the total mass of the pollutant discharged over the day. For other units of measurement, the daily discharge is the average measurement of the pollutant over the day.	
^d The contract agreement between Versacold and the City of Lynden allows for 150,000 gpd flow. Versacold has requested 50,000 gpd for this permit. The current contract expires in 2008. Permit limits and conditions will be reevaluated at that time, and the permit may be modified to reflect any new contract agreements between the City of Lynden and Versacold Cascade.	

S2. MONITORING REQUIREMENTS**A. Monitoring Schedule**

Parameter	Units	Sample Point ^a	Minimum Sampling Frequency	Sample Type
Flow	gpd	001, 002	Daily	Metered/calculated
BOD ₅ ^b	mg/L	001, 002	Monthly	Composite ^d
BOD ₅ ^b	lb/day	001, 002	Monthly	Calculated
TSS ^c	mg/L	001, 002	Monthly	Composite ^d
pH	Standard units	001, 002	Weekly	Grab

^a Sample point #001 is located at 406 – 2nd Street and is defined as the wastewater sump, with the sample taken after screening and before mixing with any domestic wastestreams. Sample point #002 is located at 204 – 1st Street. The sample shall be taken in the wastewater sump, after screening and prior to mixing with any domestic or nonindustrial wastestreams. Samples shall be taken separately and reported separately on the DMR form provided.

^b BOD₅ refers to 5-day biochemical oxygen-demand.

^c TSS refers to total suspended solids.

^d Composite sample is defined as a mixture of at least six discrete time or flow proportioned grab samples, representative of the wastewater discharge, collected at the same sampling point at different times (separated by at least 15 minutes) during the working (processing) day. City of Lynden sample results may be used, so long as they fulfill sampling requirements of this permit. All sample results need to be submitted on the reporting forms provided by the Department.

B. Sampling and Analytical Procedures

Samples and measurements taken to meet the requirements of this permit shall be representative of the volume and nature of the monitored parameters, including representative sampling of any unusual discharge or discharge condition, including bypasses, upsets, and maintenance-related conditions affecting effluent quality.

Sampling and analytical methods used to meet the water and wastewater monitoring requirements specified in this permit shall conform to the latest revision of the *Guidelines Establishing Test Procedures for the Analysis of Pollutants* contained in 40 CFR Part 136 or to the latest revision of *Standard Methods for the Examination of Water and Wastewater* (APHA), unless otherwise specified in this permit or approved in writing by the Department of Ecology (Department).

C. Flow Measurement

If flow measurement devices are used to calculate flow, they (it) shall be selected and used to ensure the accuracy and reliability of measurements of the quantity of monitored flows. The devices shall be installed, calibrated, and maintained to ensure that the accuracy of the measurements is consistent with the accepted industry standard for that type of device. Frequency of calibration shall be in conformance with manufacturer's recommendations and at a minimum frequency of at least one calibration per year. Calibration records shall be maintained for at least three years.

If flow measurements are calculated from the City of Lynden measurements, they shall be checked periodically for concurrence with Versacold's readings.

D. Laboratory Accreditation

All monitoring data required by the Department shall be prepared by a laboratory registered or accredited under the provisions of *Accreditation of Environmental Laboratories*, Chapter 173-50 WAC. Flow, temperature, settleable solids, conductivity, pH, and internal process control parameters are exempt from this requirement. Conductivity and pH shall be accredited if the laboratory must otherwise be registered or accredited.

S3. REPORTING AND RECORD KEEPING REQUIREMENTS

The Permittee shall monitor and report in accordance with the following conditions. The falsification of information submitted to the Department shall constitute a violation of the terms and conditions of this permit.

A. Reporting

The first monitoring period begins on the effective date of the permit. Monitoring results shall be submitted monthly. Monitoring data obtained during the previous month shall be reported on the monthly form provided, or otherwise approved, by the Department, and be received no later than the 15th day of the month following the completed reporting period, unless otherwise specified in this permit. The reports shall be sent to:

Department of Ecology
Northwest Regional Office
3190 - 160th Avenue SE
Bellevue, WA 98008-5452

Discharge Monitoring Report (DMR) forms must be submitted monthly whether or not the facility was discharging. If there was no discharge or the facility was not operating during a given monitoring period, the Permittee is required to submit the form as required with the words "no discharge" entered in place of the monitoring results.

B. Records Retention

The Permittee shall retain records of all monitoring information for a minimum of three years. Such information shall include all calibration and maintenance records and all original recordings for continuous monitoring instrumentation, copies of all reports required by this permit, and records of all data used to complete the application for this permit. This period of retention shall be extended during the course of any unresolved litigation regarding the discharge of pollutants by the Permittee or when requested by the Director.

C. Recording of Results

For each measurement or sample taken, the Permittee shall record the following information: (1) the date, exact place, method, and time of sampling; (2) the individual who performed the sampling or measurement; (3) the dates the analyses were performed; (4) who performed the analyses; (5) the analytical techniques or methods used; and (6) the results of all analyses.

D. Additional Monitoring by the Permittee

If the Permittee monitors any pollutant more frequently than required by this permit using test procedures specified by Condition S2 of this permit, then the results of this monitoring shall be included in calculation and reporting of the data submitted in the Permittee's self-monitoring reports.

E. Noncompliance Notification

In the event the Permittee is unable to comply with any of the permit terms and conditions due to any cause, the Permittee shall:

1. Immediately take action to stop, contain, and cleanup unauthorized discharges or otherwise stop the violation, and correct the problem;
2. Repeat sampling and analysis of any violation and submit the results to the Department within 30 days after becoming aware of the violation;
3. Immediately notify the Department and the local sewage treatment plant manager of the failure to comply; and
4. Submit a detailed, written report to the Department within 30 days (five days for upsets and bypasses), unless requested earlier by the Department. The report should describe the nature of the violation, corrective action taken and/or planned, steps to be taken to prevent a recurrence, results of the resampling, and any other pertinent information.

Compliance with these requirements does not relieve the Permittee from responsibility to maintain continuous compliance with the terms and conditions of this permit or the resulting liability for failure to comply.

F. Dangerous Waste Discharge Notification

The Permittee shall notify the POTW and the Department in writing of the intent to discharge into the POTW any substance designated as a dangerous waste in accordance with the provisions of WAC 173-303-070. This notification shall be made at least 90 days prior to the date that discharge is proposed to be initiated.

G. Spill Notification

The Permittee shall notify the POTW and the Department of Ecology immediately (as soon as discovered) of all discharges that could cause problems to the POTW, such as process spills and unauthorized discharges (including slug discharges).

S4. OPERATION AND MAINTENANCE

The Permittee shall at all times be responsible for the proper operation and maintenance of any facilities or systems of control installed to achieve compliance with the terms and conditions of the permit.

A. Bypass Procedures

The Permittee shall immediately notify the Department and the receiving POTW of any spill, overflow, or bypass from any portion of the collection or treatment system.

The bypass of wastes from any portion of the treatment system is prohibited unless one of the following conditions (1, 2, or 3) applies:

1. Unavoidable Bypass—Bypass is unavoidable to prevent loss of life, personal injury, or severe property damage. “Severe property damage” means substantial physical damage to property, damage to the treatment facilities which would cause them to become inoperable, or substantial and permanent loss of natural resources which can reasonably be expected to occur in the absence of a bypass.

If the resulting bypass from any portion of the treatment system results in noncompliance with this permit, the Permittee shall notify the Department and the receiving POTW in accordance with Condition S3.E “Noncompliance Notification.”

2. Anticipated Bypass that has the Potential to Violate Permit Limits or Conditions—Bypass is authorized by an administrative order issued by the Department. The Permittee shall apply to the Department for the administrative order and submit written notice to the POTW at least 30 days before the planned date of bypass. The written submission shall contain a description of the bypass and its cause; the duration of the bypass, including exact dates and times; and steps taken or planned to reduce, eliminate, and prevent reoccurrence of the bypass. The Department will consider the following prior to issuing an administrative order:
 - a. If the bypass is necessary to perform construction or maintenance-related activities essential to meet the requirements of the permit.
 - b. If there are feasible alternatives to bypass, such as the use of auxiliary treatment facilities, retention of untreated wastes, stopping production, maintenance during normal periods of equipment down time, or transport of untreated wastes to another treatment facility.
 - c. If the bypass is planned and scheduled to minimize adverse effects on the public and the environment.

After consideration of the above and the adverse effects of the proposed bypass and any other relevant factors, the Department will approve or deny the request. The public shall be notified and given an opportunity to comment on bypass incidents of significant duration, to the extent feasible. Approval of a request to bypass will be by administrative order issued by the Department under RCW 90.48.120.

3. Bypass for Essential Maintenance Without the Potential to Cause Violation of Permit Limits or Conditions—Bypass is authorized if it is for essential maintenance and does not have the potential to cause violations of limitations or other conditions of the permit, a violation of a pretreatment standard or requirement, or adversely impact public health as determined by the Department prior to the bypass.

B. Best Management Practices/Pollution Prevention Program

The Permittee shall ensure that the following best management practices are followed:

1. All process wastewater and washdown water shall pass through a fine mesh screen (20 mesh or 0.0331 inch) prior to discharge to the City of Lynden sanitary wastewater system.
2. Waste or spillage from off-loading of product shall be properly disposed of with the solid waste and prevented from entering storm drains or surface water.

3. All solids for disposal or rendering shall be stored, handled, and transported in a manner which prevents their entry, or the drainage thereof into storm drains or waters of the state.
4. All sanitary wastes shall be discharged into the City of Lynden WWTP.
5. The Permittee is responsible for notifying the Department of any change in tenants, leases, or contributors to the Permittee's wastewater treatment system. Failure to do so may result in an enforcement action.
6. The City of Lynden WWTP shall be notified of any regularly scheduled maintenance or repair activities at the facility, which would affect the volume or character of the wastes discharged to the wastewater treatment system. A plan for monitoring and treating/controlling the discharge of maintenance-related materials (such as cleaners, degreasers, solvents, etc.) shall be discussed with WWTP personnel. The Permittee shall immediately notify the Department and the receiving POTW of any spill, overflow, or bypass from any portion of the collection or treatment system.
7. All floors shall be "dry" swept prior to any hose down to minimize contact with water and solids.

S5. PROHIBITED DISCHARGES

A. General Prohibitions

The Permittee shall not introduce into the POTW pollutant(s) which cause pass through or interference.

B. Specific Prohibitions

In addition, the following shall not be introduced into the POTW:

1. Pollutants which create a fire or explosion hazard in the POTW, including, but not limited to, waste streams with a closed cup flashpoint of less than 60° C (140° F) using the test methods specified in 40 CFR 261.21;
2. Solid or viscous pollutants in amounts which will cause obstruction to the flow in the POTW resulting in interference;
3. Any pollutant, including oxygen-demanding pollutants (BOD, etc.), released in a discharge at a flow rate and/or pollutant concentration which will cause interference with the POTW;
4. Heat in amounts which will inhibit biological activity in the POTW resulting in interference, but in no case heat in such quantities that the temperature at the POTW treatment plant exceeds 40°C (104°F) unless the approval authority, upon request of the POTW, approves alternative temperature limits;

5. Petroleum oil, nonbiodegradable cutting oil, or products of mineral oil origin in amounts that will cause interference or pass through;
6. Pollutants which result in the presence of toxic gases, vapors, or fumes within the POTW in a quantity that may cause acute worker health and safety problems;
7. Any trucked or hauled pollutants, except at discharge points designated by the POTW.

C. Prohibited Unless Approved

1. Any of the following discharges are prohibited unless approved by the Department under extraordinary circumstances (such as a lack of direct discharge alternatives due to combined sewer service or a need to augment sewage flows due to septic conditions):
 - a. Noncontact cooling water in significant volumes.
 - b. Stormwater and other direct inflow sources.
 - c. Wastewaters significantly affecting system hydraulic loading, which do not require treatment or would not be afforded a significant degree of treatment by the system.
2. Unless specifically authorized in this permit, the discharge of dangerous wastes as defined in Chapter 173-303 WAC, is prohibited.

S6. DILUTION PROHIBITED

The Permittee shall not dilute the wastewater discharge with stormwater or increase the use of potable water, process water, noncontact cooling water, or, in any way, attempt to dilute an effluent as a partial or complete substitute for adequate treatment to achieve compliance with the limitations contained in this permit.

S7. SOLID WASTE DISPOSAL

A. Solid Waste Handling

The Permittee shall handle and dispose of all solid waste material in such a manner as to prevent its entry into state ground water, surface water, or a POTW.

B. Leachate

The Permittee shall not allow leachate from its solid waste material to enter state waters without providing all known available and reasonable methods of treatment, nor allow such leachate to cause violations of the state surface water quality standards, Chapter 173-201A WAC, or the state ground water quality standards, Chapter 173-200 WAC. The Permittee shall apply for a permit or permit modification as may be required for such discharges to state ground or surface waters.

S8. SPILL PLAN

By May 1, 2006, the Permittee shall submit to the Department an update to the existing Spill Control Plan for the prevention, containment, and control of spills or unplanned releases. The Permittee shall review the plan at least annually and update the spill plan as needed. Changes to the plan shall be sent to the Department within 30 days of adoption. The plan and any supplements shall be followed throughout the term of the permit.

The Spill Control Plan shall include the following:

- A description of operator training to implement the plan.
- A description of the reporting system which will be used to alert responsible managers and legal authorities in the event of a spill.
- A description of preventive measures and facilities (including an overall facility plot showing drainage patterns) which prevent, contain, or treat spills of these materials.
- A list of all oil and petroleum products, materials, which when spilled, or otherwise released into the environment, are designated Dangerous Waste (DW) or Extremely Hazardous Waste (EHW) by the procedures set forth in WAC 173-303-070, or other materials which may become pollutants or cause pollution upon reaching state's waters.

Plans and manuals required by 40 CFR Part 112, contingency plans required by Chapter 173-303 WAC, or other plans required by other agencies which meet the intent of this section may be submitted.

S9. SLUG DISCHARGE CONTROL PLAN

The Permittee shall review its Slug Discharge Control Plan and update it as needed but no less than once every permit cycle. All revisions or updates of this plan shall be submitted to the Department within 30 days of their adoption for approval by the Department.

The current approved plan shall be maintained on the plant site and be readily available to facility personnel. The Permittee shall submit an update of the Slug Discharge Control Plan or a certification that it is current with the application for permit renewal.

GENERAL CONDITIONS

G1. SIGNATORY REQUIREMENTS

All applications, reports, or information submitted to the Department shall be signed as follows:

- A. All permit applications shall be signed by either a principal executive officer or ranking elected official.
- B. All reports required by this permit and other information requested by the Department shall be signed by a person described above or by a duly authorized representative of that person. A person is a duly authorized representative only if:
 - 1. The authorization is made in writing by the person described above and is submitted to the Department at the time of authorization, and
 - 2. The authorization specifies either a named individual or any individual occupying a named position.
- C. Changes to authorization. If an authorization under paragraph B.2, above, is no longer accurate because a different individual or position has responsibility for the overall operation of the facility, a new authorization must be submitted to the Department prior to or together with any reports, information, or applications to be signed by an authorized representative.
- D. Certification. Any person signing a document under this section shall make the following certification:

"I certify under penalty of law, that this document and all attachments were prepared under my direction or supervision in accordance with a system designed to assure that qualified personnel properly gathered and evaluated the information submitted. Based on my inquiry of the person or persons who manage the system or those persons directly responsible for gathering information, the information submitted is, to the best of my knowledge and belief, true, accurate, and complete. I am aware that there are significant penalties for submitting false information, including the possibility of fine and imprisonment for knowing violations."

G2. RIGHT OF ENTRY

Representatives of the Department shall have the right to enter at all reasonable times in or upon any property, public or private, for the purpose of inspecting and investigating conditions relating to the pollution or the possible pollution of any waters of the state. Reasonable times shall include normal business hours; hours during which production, treatment, or discharge occurs; or times when the Department suspects a violation requiring immediate inspection.

Representatives of the Department shall be allowed to have access to, and copy at reasonable cost, any records required to be kept under terms and conditions of the permit; to inspect any monitoring equipment or method required in the permit; and to sample the discharge, waste treatment processes, or internal waste streams.

G3. PERMIT ACTIONS

This permit shall be subject to modification, suspension, or termination, in whole or in part by the Department for any of the following causes:

- A. Violation of any permit term or condition;
- B. Obtaining a permit by misrepresentation or failure to disclose all relevant facts;
- C. A material change in quantity or type of waste disposal;
- D. A material change in the condition of the waters of the state; or
- E. Nonpayment of fees assessed pursuant to RCW 90.48.465.

The Department may also modify this permit, including the schedule of compliance or other conditions, if it determines good and valid cause exists, including promulgation or revisions of regulations or new information.

G4. REPORTING A CAUSE FOR MODIFICATION

The Permittee shall submit a new application, or a supplement to the previous application, along with required engineering plans and reports, whenever a new or increased discharge or change in the nature of the discharge is anticipated which is not specifically authorized by this permit. This application shall be submitted at least 60 days prior to any proposed changes. Submission of this application does not relieve the Permittee of the duty to comply with the existing permit until it is modified or reissued.

G5. PLAN REVIEW REQUIRED

Prior to constructing or modifying any wastewater control facilities, an engineering report and detailed plans and specifications shall be submitted to the Department for approval in accordance with Chapter 173-240 WAC. Engineering reports, plans, and specifications should be submitted at least 180 days prior to the planned start of construction. Facilities shall be constructed and operated in accordance with the approved plans.

G6. COMPLIANCE WITH OTHER LAWS AND STATUTES

Nothing in the permit shall be construed as excusing the Permittee from compliance with any applicable federal, state, or local statutes, ordinances, or regulations.

G7. DUTY TO REAPPLY

The Permittee must apply for permit renewal at least 180 days prior to the specified expiration date of this permit.

G8. PERMIT TRANSFER

This permit is automatically transferred to a new owner or operator if:

- A. A written agreement between the old and new owner or operator containing a specific date for transfer of permit responsibility, coverage, and liability is submitted to the Department;
- B. A copy of the permit is provided to the new owner and the receiving POTW is notified; and
- C. The Department does not notify the Permittee of the need to modify the permit.

Unless this permit is automatically transferred according to Section A, above, this permit may be transferred only if it is modified to identify the new Permittee and to incorporate such other requirements as determined necessary by the Department.

G9. REDUCED PRODUCTION FOR COMPLIANCE

The Permittee shall control production or discharge to the extent necessary to maintain compliance with the terms and conditions of this permit upon reduction of efficiency, loss, or failure of its treatment facility until the treatment capacity is restored or an alternative method of treatment is provided. This requirement applies in the situation where, among other things, the primary source of power for the treatment facility is reduced, lost, or fails.

G10. REMOVED SUBSTANCES

Collected screenings, grit, solids, sludges, filter backwash, or other pollutants removed in the course of treatment or control of wastewaters shall not be resuspended or reintroduced to the effluent stream for discharge.

G11. PAYMENT OF FEES

The Permittee shall submit payment of fees associated with this permit as assessed by the Department. The Department may revoke this permit if the permit fees established under Chapter 173-224 WAC are not paid.

G12. PENALTIES FOR VIOLATING PERMIT CONDITIONS

Any person who is found guilty of willfully violating the terms and conditions of this permit shall be deemed guilty of a crime, and upon conviction thereof may be punished by a fine of up to ten thousand dollars (\$10,000) and costs of prosecution, or by imprisonment in the discretion of the court. Each day upon which a willful violation occurs may be deemed a separate and additional violation.

Any person who violates the terms and conditions of a waste discharge permit may incur, in addition to any other penalty as provided by law, a civil penalty in the amount of up to ten thousand dollars (\$10,000) for every such violation. Each and every such violation shall be a separate and distinct offense, and in case of a continuing violation, every day's continuance shall be and be deemed to be a separate and distinct violation.